



elite

framesi **MILAN**

FALL 2023

CLEAN & CONSCIOUS BEAUTY

*Introducing the NEW
MORPHOSIS Scalp and Hair
Treatment Line*

HAIR BOTOX

*Revitalize your hair with our
total hair reconstruction treatment*

Let's get SOCIAL

*The top performing looks from
framesi stylists! See if one of your
creations was featured.*

QUARTERLY NEWSLETTER



WE CHANGE. IT'S NATURAL.

THE NEW CLEAN AND CONSCIOUS BEAUTY EXPERIENCE



DENNIS KATAWCZIK
President, Framesi NA

Welcome Fall! We are already feeling the chill in the air reminding us that Winter will be here before you know it. A far cry from the warm beaches and the graciously warm reception we received after framesi North America's on-stage showcase,

exhibiting our take on Italian Style at framesi International Congress 2023. A hearty thank you to the framesi Family that made the trip with us to the Greek isle of Rhodes, especially the stylists that, in my opinion, stole the show Night 1 of Congress. It was so nice reconnecting with all of you and we can't wait to share everything we learned.

As I sat on the beach in Greece, marveling at the beauty of the Mediterranean shoreline, I took a moment to reflect on how blessed I was to be witnessing Earth in her natural glory. That blessed feeling was suddenly interlaced with one of unease. I couldn't help but be reminded that our actions have left a footprint on the very planet that sustains us and we need to forge a path towards a greener, more sustainable future. I also wondered, are we leaving behind a world that's stable and nurturing for the generations to come? Will my granddaughter be able to stand on the same beach that I am now?

It's a heavy burden to bear, fostering a habitable Earth. We choose to see it as a call to action. Framesi has always been synonymous with the highest standards of performance and quality. Now, MORPHOSIS SCALP AND HAIR TREATMENT LINE is here, a testament to our unwavering dedication to clean and conscious beauty ideals. It's fitting that my thoughts turned to MORPHOSIS on that beach. Morphosis Scalp and Hair Treatment lines are formulated with up to 98% natural ingredients. We have prudently sourced those ingredients from local communities, harnessing the riches of

the Mediterranean Sea. This not only supports sustainable agriculture but also ensures the highest quality, freshest botanicals find their way into MORPHOSIS treatments. MORPHOSIS is vegan, gluten free, SLES and SLS free, paraben free and synthetic color free.

Our commitment to sustainability extends beyond the product inside the bottle. Every aspect adheres to certified sustainable processes. MORPHOSIS packaging is made from as much Post Consumer Recycled plastic (PCR) as possible and is fully recyclable itself. MORPHOSIS communication materials are printed only when necessary on paper from sustainably-managed, deforestation-free forests certified by the Forest Stewardship Council.

The formulations are created using as many cold processes as possible, meaning their manufacture is energy and water efficient while enhancing potency, ensuring each application delivers the full spectrum of benefits directly to your scalp and hair. This is BEAUTY in its most authentic, unadulterated form.

Yes, responsibility to the Earth is only one side of the clean beauty equation. We also have a responsibility to ourselves, to treat our bodies with respect. MORPHOSIS formulations are technologically advanced, ensuring that they surpass the highest performance standards, giving hair the greatest functional and cosmetic results with reduced environmental impact.

In an era where the choices we make resonate deeply, we stand committed to a vision of beauty that is both pure and purposeful. The idea that when you look good, you feel good has been a pillar of our industry since the beginning. Using MORPHOSIS, not only can you feel confident in your appearance, you can feel confident in your choices. Clean and conscious beauty is not a trend. We just can't afford to let our commitment to these shared ideals decline. Just as we care for ourselves year-round, environmental responsibility has no season. We look forward to our journey together towards a more conscious, beautiful you.

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framesiprofessional.com/elite

exclusive elite support line 1.800.214.0618





NEW **MORPHOSIS** HAIR TREATMENT LINE

A CLEAN & CONSCIOUS BEAUTY EXPERIENCE
SCALP AND HAIR TREATMENT LINE

MORPHOSIS SCALP

**SENSITIVE, DRY
OR IRRITATED
SCALP?**



MORPHOSIS DENSIFYING

**THINNING HAIR
AND SENSITIVE
SCALP?**



MORPHOSIS REINFORCING

**THINNING
HAIR AND
OILY SCALP?**



MORPHOSIS
RESTRUCTURE
**EXTREMELY
DAMAGED HAIR
THAT BREAKS?**



MORPHOSIS
ULTIMATE CARE
**HAIR THAT IS
FRIZZY AND
LIFELESS?**



MORPHOSIS
REPAIR
**DRY, DULL AND
DAMAGED
HAIR?**



Still the symbol of science meeting nature, now MORPHOSIS gives hair the greatest FUNCTIONAL and COSMETIC RESULTS WITH REDUCED ENVIRONMENTAL IMPACT.

- Locally-sourced ingredients
- A technology that preserves the bio-availability of key ingredients
- Recyclable packaging and communication materials from sustainable certified processes



VEGAN



GLUTEN
FREE



SLES &
SLS FREE



PARABEN
FREE



SYNTHETIC
COLOR
FREE

WE CHANGE. IT'S NATURAL.

MORPHOSIS
BALANCE
SCALP WITH
EXCESSIVE
OIL?



MORPHOSIS
PURIFYING
SCALP DRY
AND ITCHY?



elite account?
EARN 2x POINTS on all

NEW!
MORPHOSIS
HAIR TREATMENT LINE
product purchases

THREE MONTHS!

STARTING OCTOBER 1
THROUGH DECEMBER 31st
2023!

MORPHOSIS
SUBLIMIS OIL
VISIBLY
DEHYDRATED,
DRY HAIR?



MORPHOSIS
COLOR PROTECT
COLORED
HAIR?



MORPHOSIS
LOVE EXTENSION
HAIR WITH
EXTENSIONS?



MORPHOSIS

HAIR TREATMENT LINE

**THE UNIQUE PROFESSIONAL IN-SALON SERVICE
THAT KEEPS YOUR CLIENT COMING BACK**



Enriched with Fermented Rice Extract, Hyaluronic Acid, Plant-based Peptides, Vitamin E and Phyto-collagen, MORPHOSIS Restructure ensures:

8%

bouncier hair**

64%

stronger hair*

37%

more manageable hair*

INSTANTLY REGENERATED HAIR

HAIR BOTOX

The Mane Makeover

Revitalize your hair with our total hair reconstruction treatment



Ideal Client:

Someone with overlightened hair, repeated chemical services, and extreme damage & breakage.

Results:

Revitalize your hair with our total hair reconstruction treatment, specially crafted for extreme damage and breakage. Luxuriously nourishing, it delivers a "plumping" effect, regenerating every part of your hair for visibly stronger, more manageable, and voluminous locks that shine like never before. Experience instant reconstruction after the first application and bid farewell to hair troubles as you embrace a stunning, revitalized mane. Unlock your hair's ultimate potential with this transformative treatment!

BEFORE



AFTER



Components:

RESTRUCTURE Revitalising Shampoo 1,
RESTRUCTURE Express Filler 2, RESTRUCTURE Precious Fluid 3.

Instructions:

Step 1 - RESTRUCTURE Revitalising Shampoo 1:

Pour 3-4 pumps- (10-15ml) in hands, lather into the hair, and rinse and repeat as necessary. Towel dry hair to prepare for Step 2.

Step 2 - RESTRUCTURE Express Filler 2:

Pour 4-5 pumps- (15-20) ml into hands and apply to the hair, working from root to ends, massaging for a few minutes. It can also be poured into a bowl and applied with a brush, taking large sections. Comb through hair with MORPHOSIS wide tooth comb to spread product uniformly and help ingredients penetrate. Process for 15-20 minutes under a source of heat. Do not cover hair with a plastic cap. Rinse well and towel dry hair, preparing for Step 3.

Step 3 - RESTRUCTURE Precious Fluid 3:

Spread 4-5 pumps- (15-20 ml) on hair and massage carefully. Comb through hair with a MORPHOSIS wide tooth comb to spread product uniformly. Leave on hair for at least 5 minutes. Rinse well and proceed with styling. Suggest MORPHOSIS RESTRUCTURE maintenance products for home use.

At Home Maintenance:

Maintain at home with the MORPHOSIS RESTRUCTURE Shampoo, Conditioner, Hair Beauty Elixir, and Leave-in Conditioner.



Signs your client in your chair might need a deep conditioning treatment:

There are several signs that indicate your client might benefit from a deep conditioning treatment for their hair. Here are some common indicators to look out for:

Dry and brittle hair

If your client's hair appears dull, lacks moisture, and feels rough to the touch, it could be a sign of dryness. Deep conditioning treatments can help restore moisture and improve the overall texture of the hair.

Split ends

Split ends occur when the hair shaft becomes damaged and splits into two or more strands. If your client has a significant number of split ends, it may be an indication that their hair is in need of some extra care. Deep conditioning treatments can help reduce split ends and prevent further damage.

Frizz and flyaways

Excessive frizz and flyaways can be a sign of damaged or dehydrated hair. Deep conditioning treatments can help tame frizz, smooth the hair cuticle, and restore moisture, resulting in more manageable hair.

Dull or lackluster hair

If your client's hair looks lackluster, lacks shine, and appears lifeless, it might be a sign that it needs a boost of hydration and nourishment. Deep conditioning treatments can help revive the hair's natural shine and vitality.

Color-treated or chemically processed hair

Hair that has undergone coloring, perming, straightening, or other chemical treatments tends to be more prone to damage and dryness. Deep conditioning treatments can help repair and strengthen chemically processed hair, keeping it healthy and vibrant.

Heat or styling tool damage

Regular use of heat styling tools such as flat irons, curling irons, or blow dryers can cause damage to the hair. If your client frequently uses these tools and their hair shows signs of dryness, breakage, or a lack of elasticity, a deep conditioning treatment can help restore moisture and repair the damage.

Remember to assess your client's hair condition and consult with them to determine the best course of action. A deep conditioning treatment can often provide the necessary nourishment and repair to improve the overall health and appearance of their hair.



THE PEOPLE HAVE SPOKEN!

Framesi Nominated for Readers' Choice Awards

Framesi was honored to receive 19 nominations for the 2023 Beauty Launchpad Readers' Choice Awards.

"As the leading source for professionals in the hair industry, it was important for us to recognize product excellence in this industry," Beauty Launchpad said in an article. "Because it's so imperative that professionals have the BEST products and tools at their disposal to give their clients beautiful hairstyles and color creations."

Industry professionals cast online ballots for the awards from August 2nd to September 3rd. Winners will be announced in November on Instagram Live, BeautyLaunchpad.com and in the November/December 2023 issue of the publication.

Framesi previously won two Beauty Launchpad Readers' Choice Awards in 2019: Best New Launch (Haircolor) and Best Permanent Haircolor for **FRAMCOLOR 2001 INTENSE**.



A special framesi event

INTERNATIONAL CONGRESS 2023

RHODES

GREECE

Six elite framesi Italian Style Team and Design Group Members will represent, on platform, framesi North America at framesi International Congress 2023 in Rhodes, Greece.



Let's get to know the members of framesi North America Team Greece!

How long have you been using framesi?
Since 1985. Framesi Silis Silk Smoothing System was my first introduction to framesi.
What framesi product can you not live without?
Framesi Straightening System and Framesi Smoothing System
What are you looking forward to at International Congress?
The opportunity to show our creative strength as a culture, a country, and a team. The network of international professionals that attend and perform.
Besides International Congress, what about Greece are you looking forward to the most?
Greece itself! "The People of the Country and the Sea" as they call it.



Lanette Dwyer
Creative Director



Xena Parsons
Design Group Member

How long have you been using framesi?
40 years
What framesi product can you not live without?
FRAMESI COLOR LOVER Primer 11 Leave-in Conditioner
What are you looking forward to at International Congress?
Looking forward to meeting hairstylists from all over the world and seeing this season's hair and clothing fashions.
Besides International Congress, what about Greece are you looking forward to the most?
Looking forward to the archaeological ruins and a real Greek salad!

How long have you been using framesi?
17 years
What framesi product can you not live without?
DECOLOR B INFINITY+
What are you looking forward to at International Congress?
Being inspired and spending a few days with our framesi family.
Besides International Congress, what about Greece are you looking forward to the most?
Exploring the history and culture.



Jeremy Abraham
Design Group Member



Tina Brown
Design Group Member

How long have you been using framesi?
20 years
What framesi product can you not live without?
FRAMESI Color Lover Curl Pudding
What are you looking forward to at International Congress?
I am looking forward to meeting people from all over that share the same love of framesi.
Besides International Congress, what about Greece are you looking forward to the most?
I am looking forward to the food in Greece.

How long have you been using framesi?
Almost 10 years.
What framesi product can you not live without?
FRAMESI COLOR LOVER Primer 11 and Framcolor Eclectic 9CT
What are you looking forward to at International Congress?
The overall experience of working the Congress and seeing the backstage hustle.
Besides International Congress, what about Greece are you looking forward to the most?
The history!!!



Sarah Scaccia
Italian Style Team



Anthony Jefferson
Italian Style Team

How long have you been using framesi?
Since 1991
What framesi product can you not live without?
FRAMESI COLOR LOVER Moisture Rich Masque, Primer 11, MORPHOSIS Sublimis Oil Pure, BARBER GEN Opaque Pomade.
What are you looking forward to at International Congress?
I'm looking forward to sharing a small piece of "my world" with the International Congress and experiencing the techniques of our Italian Style teammates.
Besides International Congress, what about Greece are you looking forward to the most?
This is my first trip to Europe. I'm excited to meet the people, experience the culture and eat the food.

They'll be presenting on stage, to an international audience, framesi North America's creative take on Italian Style.

#FramesiInternationalCongress2023



John is the owner of The John Vella Salon (Cranberry & Ross Park Mall)

John Vella visits framesi

John is a celebrity stylist and long time platform artist & global trainer.

Has been using Framesi since 2018, Framcolor Glamour, 2001 INTENSE, Eclectic, DecolorB Infinity+ .

Following a trip to Cosmoprof Bologna & then to Milan, John was thrilled to visit and tour the Corporate offices of Framesi Milan and was introduced to Morphosis Clean Beauty by Fabio Franchina.

Upon returning to the U.S., John wanted to also visit Framesi NA in Leetsdale to further his education on the brand and to meet Dennis Katawczik and those in the office.

John brings a vast experience with European treatments and prescriptive hair care. He was able to share his knowledge from a salon owner's perspective and how he markets these treatments for his esteemed clientele.



framesi **GIVES BACK**

We'd like to extend our deepest sympathies to everyone affected by the tragic wildfires in Hawaii.

On August 14th, framesi generously donated more than 400 bottles of shampoo and conditioner to assist those who have been displaced and are in urgent need.

A special shoutout goes to our very own Yvette, a local educator, who took the lead in organizing and overseeing the successful distribution of these essential items.

While we recognize that this is but a modest contribution amidst the overwhelming challenges, we sincerely hope it brings some relief as the community navigates the path to recovery.



@jessilee_hairartist

Boom! Go BIG and Go OUT!

Elevate your hair with **FRAMESI COLOR LOVER BLOW IT BIG** volumizing blow dry cream. Height without weight and an extreme yet natural tossable hold.

BLOW IT BIG

1. Apply **FRAMESI COLOR LOVER VOLUME BOOST SHAMPOO** to wet hair. Massage into a luxuriant lather. Rinse thoroughly and repeat if necessary.
2. Follow with **FRAMESI COLOR LOVER VOLUME BOOST CONDITIONER**. Leave in 2-3 minutes, then rinse thoroughly.
3. Apply the desired amount of **FRAMESI COLOR LOVER BLOW IT BIG** onto palms and work through damp hair. Blow dry hair.
4. Spray **FRAMESI COLOR LOVER DESIGN FIX & FLEX HAIRSPRAY** 8-12 inches from dry hair. Apply spray to each section of hair before using a curling iron for additional style memory. Layer for increased control and hold.



RAISE THE ROOTS

Step By Step:

1. **FRAMCOLOR 2001 INTENSE 7.024** (Medium Brown Moka) 20cc/0.7 oz and 8.024 (Light Blonde Moka) 10cc/0.35 oz with **FRAMESI PROFESSIONAL ACTIVATOR 20 vol.** 1:2 lightly feathered some pieces down for a lowlight effect.
2. Lauren also used **COLOR LOVER VOLUME BOOST** shampoo and conditioner. Styled with **FRAMESI COLOR LOVER BLOW IT BIG** and **RAISE THE ROOTS** on the crown, along with **BY FRAMESI MIST HAIR SPRAY LIGHT**.



@laurenharrisbeauty

elite did you know?

framesi MILAN

Did you know...

your unused points
ALWAYS rollover and
NEVER expire?*

all in this together

you have always been here for us,
and we are here because of you.

NEW! 10 PACK FRAMESI RETAIL BAGS

send your guests home in style with
NEW framesi retail bags!

Did you know...

your purchases from
authorized framesi
distributors (stores, sales
consultants, etc.) and
direct framesi purchases
are combined to total
your quarterly purchases,
which determine your
elite points?



Did you know...

The elite Support Line
(1.800.214.0618) is available
EXCLUSIVELY for your
product and application
questions?

elite questions?

email us at elite@framesi-na.com
or call 1.800.321.9648, option 6

* framesi NA reserves the right to modify or discontinue this program anytime.

EXAMPLE

elite Acct#: ABC-12345

Salon Framesi - Leetsdale, PA 15056

TOTAL POINTS AVAILABLE: 1634




































elite Level: **Diamond**

Form #: 1057

Did you know you are given a reward level based on your quarterly purchases?

Take a look at the top left corner of your elite order form to check your current elite level! Are you Blue Diamond, Diamond, Sapphire, Emerald, Pearl, or Ruby?

1 framesi elite point = \$1

elite framesi MILAN	ELITE REWARDS LEVELS					
	RUBY	PEARL	EMERALD	SAPPHIRE	DIAMOND	BLUE DIAMOND
QUARTERLY FRAMESI PURCHASES	\$500 - \$999	\$1000 - \$1,999	\$2,000 - \$3,499	\$3,500 - \$4,999	\$5,000 - \$9,999	\$10,000+
EARNINGS \$ / % OF TOTAL QUALIFIED PURCHASES	\$55	6%	8%	12%	15%	20%
EARN POINTS FOR EVERY DOLLAR	55 Points	60 - 120 Points	160 - 280 Points	420 - 600 Points	750 - 1,500 Points	2,000+ Points
WELCOME OFFER	EXCLUSIVE ONE-TIME WELCOME KIT UPON ENTRY					
PAY WITH POINTS [‡]	1 POINT = \$1 REDEEMABLE FOR PRODUCT, EDUCATION & TOOLS AT SALON COST <small>[‡]points not redeemable for cash</small>					
SEASONAL HAIR / MAKEUP PROPOSALS FROM MILAN, ITALY						
NEW PRODUCT PREVIEW						
EXCLUSIVE ELITE-ONLY HOTLINE						
COMPLIMENTARY DIGITAL EDUCATION / NEW PRODUCT UPDATE EDUCATION						
SURPRISE NATIONAL HOLIDAY OFFERS	-	-				
FREE SAMPLING OF NEW PRODUCTS	-	-	-			
COMPLIMENTARY DIGITAL HANDS-ON EDUCATION	-	-	-			
TEST NEW PRODUCTS BEFORE THEY GO TO MARKET	-	-	-	-	-	

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THREE WAYS TO REDEEM POINTS!

1. Email

Email clear and readable pictures or scans of your order form to:

elite@framesi-na.com

2. Fax

Fax your order form to:

412.264.5696

3. Mail

Mail **WHITE COPY** only of your order form to:

Framesi NA
Attn: elite
17 Avenue A
Leetsdale, PA 15056

let's get social!



Cherry Wine

Full foil with thicker weaves using **DECOLOR B DIAMOND** and **FRAMESI PROFESSIONAL ACTIVATOR 20 vol.**

The Melt: **FRAMCOLOR 2001 INTENSE** 5.066 (Extreme Light Violet) + 5.055 (Deep Dark Red) with "a splash" of **FRAMCOLOR Eclectic 4IN** (Medium Chestnut Intense Natural) with **FRAMESI PROFESSIONAL ACTIVATOR 10 vol.** on the roots. Same formula on the ends without the 4IN.



Cowboy Copper

On grown-out highlights: **FRAMCOLOR 2001** 10cc 6SD (Dark Golden) + 5cc 6TRP (Titian Red) + 10cc 6G (Dark Blonde Glace) with **FRAMESI PROFESSIONAL ACTIVATOR 10 vol.** at the regrowth.

Ends: Equal parts 6SD + 6TRP + 6G with **FRAMESI PROFESSIONAL ACTIVATOR 10 vol.**



facebook.com/FramesiUSA



framesiusa

#framesiusa #framesi #framesielite
#framesifam #framesiquality
#framesifast #framcolor



Rich Chocolate

Stylist has been maintaining a warm, rich brown with a **FRAMCOLOR Eclectic 5HCE** (Light Hazel Chocolate) and **FRAMESI PROFESSIONAL ACTIVATOR 15 vol.** gloss over her natural for a few appointments.

Made the chocolate a bit richer this time with a root smudge about 2 inches down her regrowth with **FRAMCOLOR Eclectic 4IN** (Medium Chestnut Intense Natural) + 4HCE (Medium Hazel Chocolate) and **FRAMESI PROFESSIONAL ACTIVATOR 10 vol.** adding lowlights with the same #framesiFormula and **FRAMESI PROFESSIONAL ACTIVATOR 15 vol.**

connect with framesi
on social media!

CONNECT

with framesi, fellow stylists,
and salon guests!

SHARE

photos of your creations for
a chance to be reposted!

INSPIRE

others and gain inspiration
for your next style!

improve your chances!

sharing your looks, but not getting noticed?

our checklist



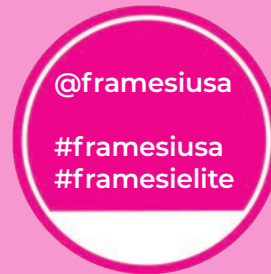
GOOD LIGHTING



ALL OF HAIR SHOWN



LIST YOUR FORMULA



@framesiusa

#framesiusa
#framesielite

TAG US!

FRAMESI COLOR LOVER

Holiday Duos
**SAVE OVER
30%!**

16.9 fl. oz. 500ml banded duo

Introducing our Limited Edition Holiday Duos, exclusively crafted to turn your hair goals into reality this festive season!

\$17.95 Duos

regular salon price \$25.90 - \$27.90

16.9 fl.oz./500ml banded duo

\$8.94 Each

regular salon price \$12.95 ea.

16.9 fl.oz./500ml sold individually



volume boost • moisture rich • dynamic blonde • diamond strong

smooth shine • curl define

• vegan • sulfate free • paraben free • gluten free • dea free • sodium chloride free

FRAMESI
**COLOR
LOVER**



Haircare & Styling



\$17.95 Duos regular price \$25.90 - \$27.90
16.9 fl.oz./500ml



\$8.94 Each

regular price
\$12.95 ea.

16.9 fl.oz./500ml



smooth shine • curl define

DECOLOR B

DECOLOR B
CREAM PLUS
50% OFF

DECOLOR B
INFINITY+
50% OFF

DECOLOR B
DIAMOND
50% OFF

DECOLOR B
CLAY LIGHTENER
50% OFF

DECOLOR B
NO DUST
20% OFF



Lighteners 20%-50% OFF

INFINITY+



18oz./500g
\$14.48 reg. \$28.95

DIAMOND



18oz./500g
\$14.48 reg. \$28.95

CREAM PLUS



7.5 fl.oz./150ml
\$7.98 reg. \$15.95

CLAY LIGHTENER



18oz./500g
\$14.48 reg. \$28.95

NO DUST



18oz./500g
\$15.16 reg. \$18.95

November only

**Ready For the Rush
- First 2 Weeks**

All FRAMCOLOR
2001 **INTENSE** Tubes

**Buy 3, Get 1
FREE**

\$6.71 ea. reg. \$8.95



Net Wt 2oz./60ml

**Black Friday
- Last 2 Weeks**

FRAMESI COLOR LOVER
PRIMER 11 &
PRIMER 11 INTENSE

\$7.00 ea.
reg. \$13.95



8.5 fl.oz./250ml

December only

30% Savings
hairsprays & styling



BY MIST
HAIRSPRAY
light or strong
\$8.02 ea.
reg. \$11.45
10oz./283g



BY HYDRO-GEL
light or strong
\$4.87 ea.
reg. \$6.95
5.1oz./150ml



BY GLAZE
OR BY WIO
STRAIT BALM
\$6.62 ea.
reg. \$9.45
8.4oz./240ml



BY SPARKLING
MOUSSE
strong
\$7.32 ea.
reg. \$10.45
6.9oz./194g

**DYNAMIC
BLONDE
Violet
Shampoo**

30% Savings

\$8.37 ea.
reg. \$11.95
16.9 fl.oz./500 ml



**Framesi
COLOR METHOD**

30% Off

SHAMPOO GO
33.8 fl.oz./1000ml
\$18.87
reg. \$26.95



**POST COLOR
MASK**
33.8 fl.oz./1000ml
\$18.87
reg. \$26.95



SUPERSMAK
8.4 fl.oz./250ml
\$5.94
reg. \$8.49





you've got questions.

FRAMESI HAS RESOURCES FOR STYLISTS

TESTIMONIAL VIDEOS

[framesiprofessional.com/
videos/](https://framesiprofessional.com/videos/)

see firsthand why
stylists love framesi
& get helpful tips and
inspiration from our top
stylists

RESOURCE CENTER

[framesiprofessional.com/
resource-center/](https://framesiprofessional.com/resource-center/)

get access to key
framesi technical
information for quick,
easy application
instructions and
professional direction

EDUCATION PAGE

[framesiprofessional.com/
classes/](https://framesiprofessional.com/classes/)

available for all
framesi color lines
& higher education
classes, find the
perfect education
option for you
and your salon!



[framesiusa](https://www.instagram.com/framesiusa)



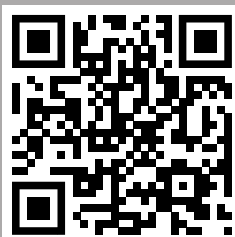
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framesiprofessional.com



SCAN USING YOUR
PHONE CAMERA!

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